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SPECIALTIES :

STRAWBERRIES,
RASPBERRIES,
BLACKBERRIES,
GOOSEBERRIES,
CURRANTS.

Catalogo

HOW
BIG BERRIES
—AND—
LOTS OF THEM

ARE GROWN ON THE

Thayer Fruit Farms
SPARTA, WIS.

Largest Northern Growers of Berries and Berry Plants.
Over 100 Acres devoted to Small Fruits Alone.
Largest Acreage of Ancient Briton Blackberries in America.

STATE EXPERIMENTAL STATION

Located on These Farms, where Hundreds of Varieties are on Trial.

THIS CATALOGUE CONTAINS

The Farmer's Fruit Garden,

MAILED FREE ON RECEIPT OF NAME AND ADDRESS.

M. A. THAYER, Manager.
C. E. TOBEY, Supt.

THAYER FRUIT FARMS, Sparta, Wis.

How Big Berries

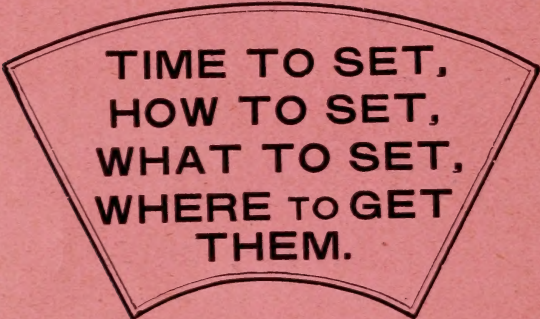
AND LOTS OF THEM

ARE GROWN ON THE

THAYER FRUIT FARMS

SPARTA, WIS.

LARGEST NORTHERN GROWERS OF BERRIES AND BERRY PLANTS.



TIME TO SET,
HOW TO SET,
WHAT TO SET,
WHERE TO GET
THEM.

"Not How Cheap, But How Good."

SELECTION OF VARIETIES.

It is of the greatest importance that you select varieties suited to your wants, adapted to your soil, and grow well in this northern climate.

THE STATE EXPERIMENTAL STATION

is located on our Farms, where nearly 100 varieties are now being tested. We receive and are constantly making tests of all new, promising varieties, on clay, muck and sandy land, and hope to furnish valuable information, not only in reports to the state, but to our customers generally.

We make a specialty of raising nice fruits and best hardy plants.

All plants sold are carefully packed, and true to name.

Prices furnished on application. We are pleased at all times to answer questions by mail or otherwise, and cordially invite you to make a personal visit to our grounds.

A STRAWBERRY FIELD.

On the Thayer Fruit Farms, Sparta, Wis., where is grown the greatest
of all New Strawberries,

"THE SPARTA"

(See cut also on page 9.)



This seedling was originated by our assistant superintendent, J. L. Herbst, who is also corresponding secretary of our Wisconsin State Horticultural Society.

No man, woman or child has a "Sparta" plant, except the Thayer Fruit Farms. Send in your order now.

We are the largest Northern growers of Berries and Berry Plants.

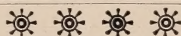
THAYER FRUIT FARMS, Sparta, Wis.

The Best Known and Largest Northern
Growers of

STRAW
RASP
BLACK
GOOSE

BERRY PLANTS

Currants and Grapes.



To Our Friends, Patrons and all
Lovers of Fruit.

We desire to thank you for the extended patronage we have enjoyed since our advent in the culture of Small Fruits, and to assure you that we shall endeavor, by every honest method, to merit a continuance of favors from our customers. We also hope to gain many new ones, and solicit trial orders from those with whom we have never dealt.

We feel sure that with our present most effective methods of packing, shipping, labeling, etc., together with our experience in the production and care of the berries (our annual shipments now reaching thousands of bushels), we are better able to serve you than any other growers of Small Fruits in America.

Very Respectfully,

M. A. THAYER, Manager.
C. E. TOBEY, Supt.

Thayer Fruit Farms,

SPARTA, WIS.

READ BEFORE YOU ORDER.

Please Read THE following Directions, Terms, etc., before making your order, as nearly every question that can be asked in regard to our business is answered under this head, and it will save a vast amount of correspondence.

Your Name, Post Office and State SHOULD be distinctly written, and be sure that neither is omitted. This may seem to many an unnecessary request, yet we receive many letters and sometimes orders with remittance with either signature, postoffice, or state omitted. No matter if you write several times, always give full name and postoffice address.

Terms Cash in Advance. GOODS are sent C. O. D., if desired, providing one-quarter of the amount is sent with the order; but this is a somewhat more costly mode of remitting.

Our Price List ABROGATES previous quotations. The prices affixed are for the quantities specified, but half-dozen, fifty and five hundred of a variety will be supplied at dozen, hundred and thousand rates respectively, *unless otherwise quoted*.

All Packing IS executed with the utmost care. Special pains are taken to pack *lightly*, thereby reducing the expense of transportation to a minimum. All goods are packed free of charge. Everything is carefully labeled.

Remit by Registered Letter, P. O. Order on Sparta, or Bank Draft.

Should we be out of any variety ordered, we will substitute others of equal or greater value, unless otherwise ordered.

Plants by Mail. PARTIES living at a distance from railroad or express office often find it a convenience to have plants sent by mail. **We pack safely, so as to go to any part of the United States,** at the following rates: Strawberries at the price per dozen. and Grapes at the rate of single vine, free; Strawberries at 15 cents per 50, 25 cents per 100; Raspberries and Blackberries, 15 cents per dozen; Gooseberries and Currants, one year, 20 cents per dozen.

Shipping Facilities. UNLESS otherwise ordered, we ship all plants direct from here by American or U. S. Express.

Fast Freight. EARLY in the season, when the weather is cool, plants can often be sent quite cheaply by fast freight; but we take no responsibility in such cases, as there is often great delay.

Ordering. A certain class of people will wait until they are all ready to set plants or trees, and then on comes the order, "*Fill at once, as my ground is ready.*" forgetting that we may have many orders on hand that must be filled first, and that their tardy orders must take their turn. Don't do this; please don't! While there are many advantages to be gained by ordering early, *nothing is to be gained by ordering late.*

Lost Orders. Should you not hear from us in a reasonable length of time after sending an order, please write, giving all the particulars—when forwarded, the amount of money sent, and in what form remittance was made—and inclose a duplicate of the order, giving name and address *plainly and in full*. Once in a great while an order is lost; but it more frequently occurs that the person ordering fails to give the full address. *Therefore, no matter how lately or how often you have written, always give Name, Postoffice, County and State in full.*

Dip the Plants, as soon as received, in water, and bury the roots in moist, shady ground till you are ready to set them out. Don't leave them in the package and pour water on them, for by so doing plants will certainly heat and spoil.

TO OUR CUSTOMERS.

We commence to fill orders as soon as we can dig plants—about the first of April—and carry on the work as fast as possible. We have every convenience for filling orders, and can send plants with perfect safety to any part of the country. Purchasers pay express charges; we pay postage. We warrant our plants to reach their destination in good condition, and if for any reason they should fail to do so, we will make good the loss, if notified *promptly*. We will also correct mistakes if any occur. We may say, however, that it is hardly fair to keep silent for several months and then ask us to make up losses which may have come from causes in which we had no concern—as drought, flood or neglect. This is occasionally done. Let us say again, if you have any cause for complaint, state it *promptly*.

Plants are packed in the best possible manner in handle baskets lined with waxed paper and damp moss, with the leaves exposed to the light and air. They are trimmed, tied in bunches and labeled, with moss enough between the bunches to keep them in good condition for weeks, early in the season. By this method the package is light (one thousand weigh about thirty pounds, three hundred ten pounds), it is always right side up, and the plants are never blanched nor heated.

We offer no chromo or prize package as an inducement to buy our plants, but give our patrons more than their value in quality of stock, careful packing, etc.

We have unsurpassed facilities in central location for storage and packing, and numerous routes for shipping to all parts of the country, with express and freight rates as low as those of any other establishment.

Our responsibility ceases on delivery of goods at railroad or express office.

Our plants are warranted true to name and as represented.

Should any stock not prove true to name we will either refund the purchase money of same or replace the stock with stock true to name free, but are not liable for further damages, and while we are exercising great care to prevent mixtures the above is to be a condition on which all stock is delivered.

Number of Plants per Acre :

Strawberry plants, 2x3½.....	5,000
Blackberry plants, 3x7.....	2,000
Raspberry plants, 2½x7.....	2,400
Currants, 3½x7.....	1,800
Gooseberries, 3½x7.....	1,800
Grapes, 8x8.....	675

Agents.

We desire to impress upon purchasers the great advantage of ordering direct of us, as we *employ no agents*. Thus our relations with our customers are on a proper basis, and we endeavor to give perfect satisfaction to each one who so orders.

Many agents purchase plants of us to furnish their customers, but we are not responsible for their prices, representations or delivery.

Our Advantages.

WE GROW small fruits only, making it a business not alone for berries but also the **plants**, this giving us a knowledge of the best varieties for home use as well as for shipping qualities.

We are the largest growers of berries in America in a latitude so far north, and have the best opportunity of testing quality and hardiness; as the temperature often reaches seventy-five degrees below the freezing point—forty-three degrees below zero.

We ship some varieties of strawberries, raspberries and blackberries a distance of six hundred miles, which is a test of their shipping qualities of the utmost importance to growers with large acreages.

We are located on the two great systems of railway,—the Chicago & Northwestern and Chicago, Milwaukee & St. Paul,—by which we can reach, *directly*, any point in the Northwest. We have telephone connection with telegraph, express and freight offices, and have every modern facility for making shipments promptly and expeditiously. We give our entire personal attention to packing our plants in a safe and secure manner.

Plants in our northern latitude are well adapted for late setting in portions of the country south of us—not being far enough advanced to injure in transportation and transplanting.

We **grow** all fruits and plants on our list ourselves. Most of them have been tested on different soils, with varied fertilizers and cultivation, and recommend only such as have proven valuable for home use, or for distant markets. Several new varieties on the list are very promising, but require more time for testing.

Our strawberry beds, kept exclusively for plants, are newly set every year in separate beds. We never dig from old beds.

Don't send to us for cheap plants. We don't grow them; we don't handle them; we would not plant them. Our motto is—

"NOT HOW CHEAP, BUT HOW GOOD."

If you are not ready to set plants at this time order at once for fall or spring delivery.

How Big Strawberries, and Lots of Them, are Grown

ON THE Thayer Fruit Farms, Sparta, Wis.

THE STRAWBERRY grows in every climate, on all kinds of soil, and with almost any kind of treatment, but the best results can be obtained only by good cultivation and high fertilizing. The ground should be covered with barnyard manure, well plowed in, and top-dressed with rotten manure. This should be thoroughly mixed with the top soil by harrow or drag. Thorough preparation is very essential. Make your rows three and one-half feet apart and set plants two feet in the row. Use a line to get the rows straight and a spade or trowel for making holes.

Plants should be prepared for setting by trimming off old leaves and runners, roots straightened out and cut back to four or five inches in length. Never set plants from an old bed—they are worthless. Better pay a little more for plants of previous year's growth, from which no fruit has been produced. The roots should never be dry or exposed to sun or wind, and should be set out as soon as possible.

SETTING.

One man with spade or trowel; insert to five or six inches; push forward while boy takes plant and spreads roots out in fan shape and inserts same in hole, holding until spade is withdrawn and dirt packed securely around plant with foot.

Be sure to have the roots spread well, the earth firm around them and just even with the crown of the plant—neither too deep nor too shallow.

If the season is dry cultivate or rake over the ground at once, and, wet or dry, do this every week during the season. Weeds must not be allowed to grow; frequent cultivation keeps the ground moist and mellow.

Permit no fruit to grow first season. Pick off all buds and blossoms. First runners should be cut off; later ones allowed to grow and trained to form matted row, with clean paths between. For large, nice berries, do not allow plants to get too close in the row; thin them out.

When the ground is frozen in the fall cover lightly with clean straw, marsh hay or

coarse manure, and in spring rake it between the rows to hold moisture and keep the berries clean.

All plants are either staminate or pistillate (male or female), and pistillate varieties should have staminate planted with them about every third row. Many fail to raise good crops because they do not understand this law.



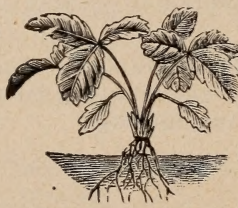
RIGHT WAY.



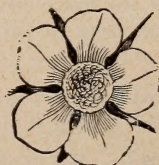
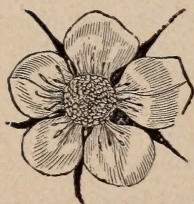
WRONG WAY.



TOO DEEP.



TOO SHALLOW.



Staminate (male) Plant. Pistillate (female) Plant.

Description of Varieties.



WARFIELD—(Pistillate)—Early as any and almost as late. This is the most valuable of all strawberries; too much cannot be said in praise of this beautiful berry. It is a dark, rich red color throughout. Very firm; medium large; proving itself for many seasons the best of all the well-known varieties of strawberries, both as a market and household berry—holding its color in canning. It is exceedingly productive and a great plant maker. We show our appreciation of the **Warfield** by the following: Of about thirty acres of strawberries on our farm, twenty acres are Warfields.

Crescent—(Pistillate)—Same season as Warfield. Bright color; good quality medium size; and we still doubt if any of the newer varieties are more productive. The Crescent will stand more neglect than any berry we know, and still bear a crop.

Bubach—(Pistillate)—Medium early. This is one of the large handsome varieties that bring the top prices in near markets. It is productive, and is a valuable home berry—rather too soft to ship.

Wilson—(Staminate)—Early; prolific, firm and excellent quality. One of the oldest and best bi-sexual varieties. Still very popular in many sections.

Jessie—(Staminate)—It is a very large, productive and handsome table berry. Not very firm, but one of the most valuable of the fertilizers for Warfield and Crescent. Requires rich ground.

Michel's Early—(Staminate)—Is the earliest strawberry, and is proving itself a valuable pollenizer for Warfield, and equal to it as a plant maker. It has the flavor of the wild berry; medium size; good flavor; fairly productive. Have planted largely of it this season. As a fertilizer it is the best. Reports are conflicting as to its value for fruit.

Haverland—(Pistillate)—Early. A well-known nursery offers \$100 for one hundred plants that will beat the Haverland in bearing. This berry is, we think, the most productive and shapely of the larger varieties. Very valuable as a home variety; ripening early and continuing as late as the latest. We consider it next in value to the Warfield, and as productive, although not so firm.

Gandy—(Staminate)—Late. This is a valuable berry, coming as it does after almost all other varieties are gone. It is very large and handsome, but not as prolific as earlier kinds.

Sandoval—(Staminate)—Medium early. This was formerly known as Warfield No. 1. It is as firm as Warfield and as beautiful in color, size, quality and shape. The originator (Mr. Warfield) says he grows this with Warfield as a fertilizer, and they are its equal in shipping qualities. We shall use the Sandoval extensively next season.

Capt. Jack—(Staminate)—Early. A valuable market berry on account of its firmness and good shipping qualities.

The Sparta Strawberry.

The first premium Seedling Strawberry at the Summer Meeting of the Wisconsin State Horticultural Society, at Kilbourn City, in 1893. Originated by our assistant superintendent, J. L. Herbst. We introduce this great, new, perfect flowering Strawberry with the feeling that we have found at last a Strawberry that all want—a variety that is perfect in shape, large in size, firm, early, splendid in quality, and the most productive of all perfect blossoming varieties we are fruiting.

Our stock of this Wonderful Strawberry is limited and we offer only while supply lasts.



It's what you want—A fertilizer for the Warfield that can be shipped and picked with it. No man, woman or child has these plants, except the Thayer Fruit Farms.

GET ORDER IN AT ONCE.

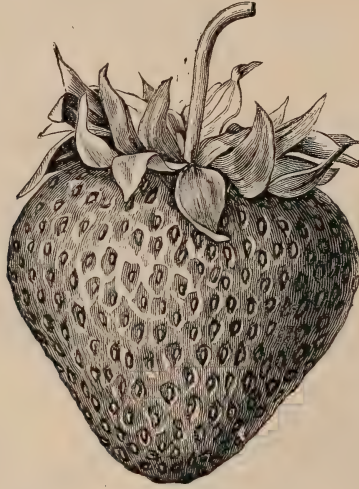
The Plant is a seedling from Warfield and Jessie, and is hardy, vigorous, large size, perfect in blossom; early, has a large green calyx, adding to the beauty of the berry. We have it on clay and sand, and it proves equally valuable on either.

The Berries are very large. Color, dark glossy red. Flesh firm and excellent quality. Seeds near surface, which, combined with its natural firmness makes it valuable for shipping.

We believe money invested in these plants a good investment.

Van Deman.

(Staminate)—Very early—Very firm. We grow and ship with the Warfield, it being about same size and quality, and one of the best pollenizers.



Eureka—(Pistillate)—A late variety now grown extensively for market by us. We consider this the best late pistillate.

Parker Earle—(Staminate)—Medium late. This seems to be universally spoken of as one of the most promising of any of the new varieties. Very prolific; plant healthy, vigorous; fruit large and glossy red. Especially valuable in hill culture. Requires very rich ground to mature its immense setting of fruit.

Beder Wood—(Staminate)—Early. We think this a very valuable variety, and use it extensively as a fertilizer for Warfield, Crescent, Haverland, etc.

Gov. Hoard—(Staminate)—One of Loudon's seedlings, we think very much of for this, the third season. Early, firm and large.

Tippecanoe—(Staminate)—One of the largest and most beautiful grown. Not very prolific.

Rio—(Staminate)—Early. Large, good flavor, and on account of its large grown calyx makes a beautiful appearance in box.

Sparta—(Staminate). See full page illustration and description page (9).

SUMMARY.

We have fifty or more other varieties all having special merits, but those described above possess all the essential points of value.

In summing up the strawberry list, would say:

If you want berries for your home garden and home market, plant Warfield, Crescent, Haverland and Bubach; fertilize with Michel's Early, Van Deman and Beder Wood.

If you expect to ship to distant markets and grow extensively, plant largely of Warfields; fertilize with Michel's Early, Van Deman and Beder Wood, with a few Haverland, Bubachs and Gandy.

Would suggest that you experiment in a small way with a few of the newer promising varieties, among which include our new strawberry, the Sparta, see page (9), full page illustration, also cut of berry on page (9).

HOW BIG RASPBERRIES, AND LOTS OF THEM, ARE GROWN ON THE THAYER FRUIT FARMS.



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BY A. B. L. INC. PHILA

BLACK RASPBERRIES.

After preparing the soil same as for strawberries, make straight rows seven feet apart, and plant two and one-half or three feet in the row. The roots should be well spread out in their natural position, and the dirt well firmed about the roots, but not planted too deep. Cultivate thoroughly, and keep free from weeds.

A mulch of coarse manure, or green clover cut in the blossom, will hold moisture, prevent weeds from growing, keep the ground rich and the berries clean. When new shoots are fifteen or eighteen inches high, pinch them off. This will cause laterals to grow, which should be cut back in the spring to twelve or fifteen inches in length. When the fruit is all gathered, cut out old and young weak canes and burn them.

Nemaha—We unhesitatingly pronounce this superior to all other black raspberries in size, beauty, quality and productiveness. Its appearance will sell it when other varieties will be passed by. It is harder than the Gregg, as large, and same season. We ship it as far as Winnipeg, Manitoba.

Palmer—Good quality; medium size. Coming early it brings a good price as a market variety. Is the next berry after strawberries for home use.

Ohio—Medium early. Good quality; fair size. We consider it the most valuable of the early kinds for all purposes. It is firm and makes a large healthy cane, and is very valuable with us.

Gregg—This is one of the largest grown and very firm; quality medium. It brings the highest prices in our Western markets. Requires care and protection.

Older—A very prolific early variety. Large; jet black; fine flavored. For the family garden it is very desirable.

Earhart Everbearing—This is a remarkable berry, continuing in bearing a long time. Very large and handsome. More of a novelty than for commercial purposes.

Kansas—A very early, prolific, large berry.

Progress—This is another valuable early variety; handsome, jet black, large and prolific.

RED RASPBERRIES.

The red Raspberries are treated in the same manner, excepting they should be planted deeper and are not cut back so severely in the spring. They spread very rapidly, and all plants excepting five or six stalks for main hill must be treated as weeds and hoed out.



Marlboro—Large, bright red, firm and hardy. This is as early with us as any, and especially valuable on account of its firmness as a shipping variety. We have shipped it to Fargo, N. D. with satisfactory results.

Loudon—See full page illustration and description, page (13). We think this is the greatest of our reds.

Cuthbert—Large, deep red. The best of late varieties and one of the best of reds for table use or canning.

Shaffer's Colossal—This is the most valuable of new varieties for the family. Largest of all and the best canning and flavored berry among the red sorts. This is a hybrid, making plants from tips like the blackcaps. Color is a dark, beautiful purple red. Too soft for long shipments.

Golden Queen—Large, prolific, of a delicate cream color; very dainty as a table berry and exceedingly beautiful.

THE LOUDON RASPBERRY.

Originated by F. W. Loudon of Wisconsin, who says: "The Loudon is a seedling of Turner, crossed with Cuthbert; berry is large, color beautiful. It yields 200 bushels to the acre, and may be shipped to New Orleans in good shape."

E. S. Carman, editor of Rural New Yorker, says: "The Loudon is the best hardy late red we have ever tried. Plants did not suffer at all by the past winter, one of the severest known. The berry ripens with Cuthbert, average larger, and are very firm and among the heaviest yielders we have tried. Now that Cuthberts are gone, the Loudon is still bearing."



Mathew Crawford, says: "After watching the Loudon four seasons, I believe it to be decidedly the most valuable variety I ever saw. It is of large size, good color, and wonderfully productive. I heartily recommend it to all who want the best."

M. A. Thayer says: "I have seen it growing in all its perfection on Mr. Loudon's grounds as well as on our own, and consider it the most promising ever seen. I believe the propagation and introduction of such a fruit a public benefaction."

A. J. Phillips, Secretary of Wisconsin State Horticultural Society, says: "As to size, no red berry I have seen equals the Loudon. The first thing that attracted my attention was its productiveness, which I compared with the other red raspberries on twelve different fruit farms at Madison, Janesville, Ft. Atkinson and Sparta, and in every instance the Loudon was loaded with fruit heavier than any I saw, and in

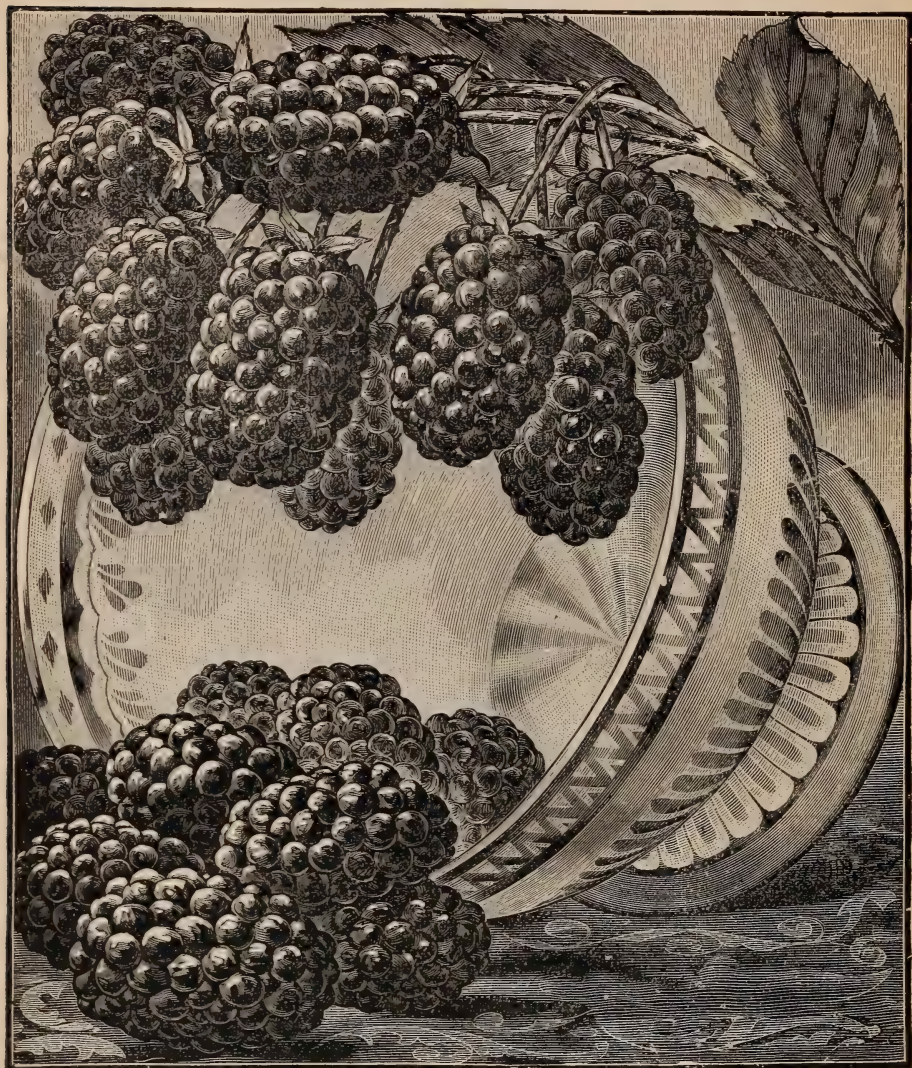
many cases one-third heavier would not be placing it too high."

We consider the Loudon the best of all reds we ever have fruited, excelling Marlboro and Cuthbert in productiveness. Equals Marlboro in hardiness and firmness, and is superior to all reds in length of season.

HOW BIG BLACKBERRIES, AND LOTS OF THEM,

Are Grown on the THAYER FRUIT FARMS.

Sparta, Wis.



Require same preparation of soil as for strawberries and raspberries. Plant in hills three feet apart and in rows seven feet apart. Hoe, cultivate and mulch same as for raspberries. When new growth is fifteen inches high pinch them back. Cut out old canes after bearing and burn them.

WINTER PROTECTION.

Blackberries and most kind of raspberries, need winter protection in this climate, and are best covered with fresh earth. In laying them down (the rows running north and south) commence at the north end, remove the dirt from the north side of the hill about four inches deep, gather the branches in close form with a wide

fork, press gently to the north, at the same time place the foot firmly on base of the hill and press hard; or if ground is hard or bushes old use a potato fork, or a six tine fork, inserting same *deeply* close to the south side of hill and press over slowly, bending the bush *in the root* until nearly flat on the ground, and hold until second man covers with dirt. The top of succeeding hills will rest near the base of preceding ones, making a continuous covering. This process is an important one, and will be easily acquired by a little practice. In the spring remove the dirt carefully with a fork and raise the bush.

We support blackberries and raspberries by a No. 12 wire on each side, attached to posts at each end of the row, and resting on nails driven in stakes about twenty-five feet apart. This support protects bushes from heavy winds, the fruit from dirt, and makes hoeing, cultivation and picking much easier.

Blackberries require no trimming in the spring, excepting to prevent too large a growth of fruit. For large fruit trim freely.

Snyder—This is early, hardy, productive and of fine flavor. We had an acre the season of 1891 that bore one hundred and fifty bushels—value almost four hundred dollars. The same acre, season of 1892, bore almost two hundred bushels—value about five hundred dollars.

Stones' Hardy—A very productive and hardy variety, originating in Wisconsin and claimed by many to be the hardiest, standing our cold winters with less protection than any other. Medium size; spicy. Rather soft for shipping.

Dewberries—Require good care and training to succeed best. J. H. Hale of Hale Bros., Connecticut, writes to *Farm and Home*: "I visited, in July, the original plantations in Ohio, where large fields are now in cultivation, and found the vines literally loaded with fine, large berries, as large as the Lawton at its best, solid, without core, jet black, and of the delicious, rich, spicy flavor of the wild dewberry of memory. Here they are, ripening, side by side with the Gregg raspberry, which is extremely early for a blackberry, making it very valuable for market. To sum up, after a careful investigation, I am convinced that the Dewberry, is a vigorous, healthy plant, as hardy as Taylor blackberry, productive as Snyder, large as Lawton, and the best in quality of any blackberry. I do not see how it is possible to produce a better fruit of its class.



Ancient Briton—This is the most valuable of all the blackberries grown in America, both for home and long shipments, and is fast taking the place of all other varieties. It is large, sweet and fine flavor. We have the true **Ancient Briton**, *pedigreed*, and have picked over two hundred bushels from one acre, during each of the seasons of 1891 and 1892, receiving over five hundred dollars from this acre each year. One portion bearing at the rate of 375 bushels to the acre.

Ten acres of **Ancient Briton** produced for us the season of 1892 over two thousand bushels of fruit, netting us nearly six thousand dollars.

Currants and Gooseberries.

Can be as easily grown on rich, deep soil as potatoes. Set in rows six or seven feet apart, and three and one-half feet in the row. Cultivate them thoroughly, and keep centre of bush well trimmed out.

Both are subject to the attack of the currant worm, which can be as easily exterminated as the potato bug, by using white hellebore (one ounce dissolved in three gallons of water) and apply with a sprinkler on lower and centre leaves at their first appearance, about the time the fruit forms. Repeat the application a second time, or even a third, if necessary.

Fay's Prolific—This is the largest of all currants, and claimed by introducer to be very productive.

Victoria—This we consider one of the most profitable and productive of all reds for general use. Good size; vigorous; and on account of its lateness is less liable to injury from late frosts.

Red Dutch—Early. Another good and reliable red currant for family use—none better.

Long Bunch Holland—Late. A very beautiful currant; large, strong bush, prolific and popular.

White Grape—The best of the white varieties. Large and fine flavor; very productive.

La Versailles—Very large, prolific and vigorous.

Lee's Prolific—Black. Large, very prolific and hardy.

GOOSEBERRIES.

Houghton—Profitable and productive, though smaller than some of the others. They bear large crops, almost free from mildew; sweet, and good shipper.

Downing—This is a very valuable variety with us. Very large and productive; one of the best. We value it so highly that we set out over four acres in spring '94.

Industry—Our stock is direct from England and is very highly recommended, and we find it one of the largest varieties we have ever grown.



From Biggle Berry Book.—Specimens of Color printing of Berries:
more than 60 of the leading varieties are thus shown, costing over
\$1000. Get this beautiful book—Price. 50 cents. Address,
Farm Journal, Philadelphia, Pa.

BIG BERRIES

and lots of them are grown on

BERRY PLANTS

bought of the

THAYER FRUIT FARMS,

W. A. THAYER, Manager, }
C. E. TOBEY, Sup't, } SPARTA, WIS.

Largest Northern Growers

of Berries and Berry Plants.

The Queen—A new variety to be introduced by us in the fall of 1895. This gooseberry has been thoroughly tested, is free from mildew, hardy, and the largest and most delicious of all varieties grown. It produced this season over thirty-two quarts on a single bush. This berry promises to supercede all other varieties for size, flavor, vigor of plant and productiveness.

THE GRAPE.

The list of valued grapes for this climate, selecting from over two hundred varieties, is perhaps limited to less than a dozen kinds.

Of these varieties Moore's Early, Worden, Delaware, Brighton, Concord, Janesville, etc., are well adapted to our soil and climate. A few of the best hardy grapes should be cultivated in every garden.

The vine accommodates itself to almost all methods of treatment, and with reasonable care gives abundance of fruit. The necessity for good, rich soil, well drained and cultivated, same as for other fruits, is generally admitted by all; but proper pruning—the easiest part of grape growing—seems to be the least understood of any part of the work.

PRUNING.

It must be remembered that the grapevine bears its fruit from shoots of the same year's growth from eyes on the previous year's wood. It is important to understand this, because of the necessity of keeping up the supply of young wood wherever we desire fruit to be produced. A one or two year old plant, when sent out from the nursery, may have only one shoot, or it may have several; in any event all are cut off but the strongest, and that cut back to within two eyes of the base.

These two eyes will produce shoots, and when they have made a growth of a few inches rub off the weak one and let the strong one grow until September, when the end of the shoot is pinched off to mature and ripen the wood. Late in the fall cut this shoot back to three eyes. All side shoots and suckers should be pinched off.

The second year the strongest shoot from these three eyes should be preserved as before. Side shoots or laterals will appear on same and as soon as a leaf one inch in diameter has formed the shoot should be pinched off with thumb and finger. In a short time the leaf will become full size and mature a bud at its base and send out a new shoot which should be stopped.

The third year two or more canes may be permitted to grow, with branches to compare with vigor of vine and trained in various ways. A few fine bunches of fruit may also be expected.

Trim all vines severely in the fall, leaving spurs or canes of new wood containing two or three eyes each for next season's fruit.

Protect in winter by covering with fresh earth.

Raise in spring and tie to a stake or trellis. A little study and observation will enable one to prune and train the vine with ease and raise fine fruit.

THE VARIETIES WE GROW MOST SUCCESSFULLY.

Concord—An old standard black variety grown successfully everywhere in the United States. Medium early.

Worden—Fine flavor; very prolific; hardy; medium early. We consider this and Moore's Early the two best grapes for the Northwest.

Moore's Early—The earliest of well tested varieties. Especially adapted for the Northwest.

Delaware—Red; very sweet; small, compact bunches; early; the best red grape grown; very prolific. We grow them successfully even with Thermometer 40° below zero.

Brighton—A valuable red variety; early; fine flavor; productive.

Janesville—Earliest of all grapes; very hardy; prolific; vigorous; standing more neglect than any other variety.

Rogers' No. 12—Ripens with the Concord; large size; very thrifty grower; hardy.

We have a large list of other varieties which do well in many localities but are not especially recommended by us for commercial growing in this climate.

One Acre

of Berries

Well cultivated and cared for, varieties we grow and know are profitable, will yield you—

MORE PROFIT

Than Ten Average Milch Cows

OR

Forty Average Acres of Grain.

THE FARMER'S FRUIT GARDEN.

ONE-FOURTH ACRE.

If farmers fully appreciated the great advantage of a fruit garden few would be without one.

You can get from it more health, more comfort, more inspiration, and more dollars for the same labor, than from any other portion of the farm.

A farmer's home, with house plants in the window, flowers on the lawn, and a succession of small fruits from a garden planned, planted pruned and protected with aid of wife and children, giving each child control of a particular plant, bush or row, will do more to make children love the old homestead and keep the boys on the farm than all the precepts ever taught them.

Horticulture is an important department of agriculture, and its study and practice will certainly stimulate the farmer to better tillage, larger crops, finer stock, and greater success in every way.

This is not written to introduce some new, untried high-priced novelty, to sell plants of any kind, neither do we ask any considerable portion of your best land, or very much of your time. We simply ask your attention to one little one-fourth acre of land, and propose to illustrate how any person with ordinary intelligence can have fresh fruit for the family or market, throughout the season, and produce thirty bushels on this one-fourth acre.

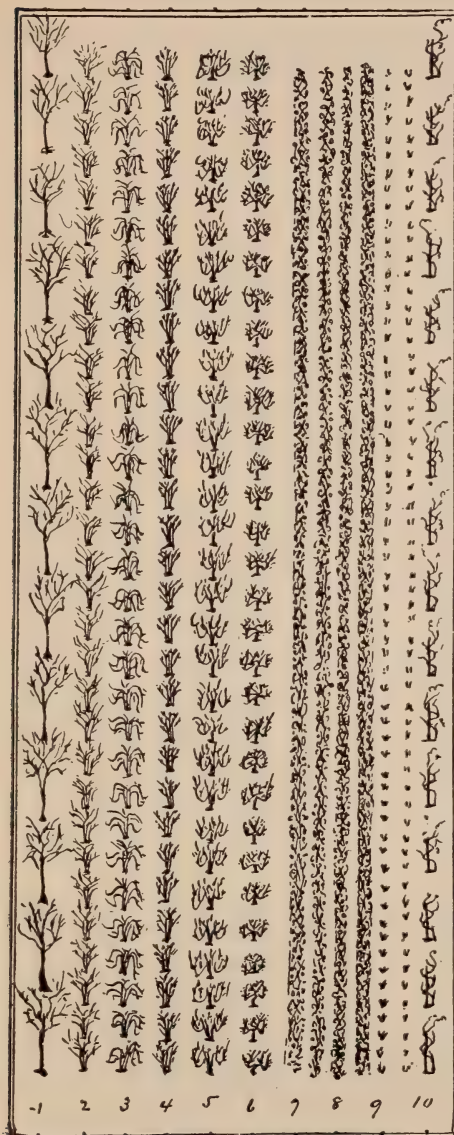
We want to select this one-fourth acre on your farm, near your house, where your wife and children can look after it. It is your garden; now be generous and let us have a good piece. We want it four rods wide and ten rods long, nearly level and well drained.

If you raised corn or potatoes on this piece last year, and it was rich, there is little to do to prepare it for planting, but if a part of an old meadow or pasture, and all run down, then you have work to do.

First put on a heavy coat of well-rotted manure, plow very shallow and cut the sod fine with a disk or acme harrow; then plow again deeply, manure as before, and harrow until fine and mellow.

For several weeks you have of course been studying the varieties you want, and those that are hardy, and do well in your vicinity. We also want thirty bushels of fruit coming in succession throughout the

season. This may be easily produced by adhering to our general direction for growing fruit and illustration of this Farmer's Garden.



Our garden being sixty-six feet wide and 165 feet long, and wishing to do all labor possible with a horse and cultivator, we stake off the ground in rows one hundred and fifty feet long and seven feet apart, strawberry rows to be one-half this distance. Leave a headland seven and one-half feet wide at each end for turning. Make the first row three feet from the outside; set as follows:

1st row, 13 plums, crab apples—De Soto,	
Transcendent, Hyslop.....	5 bu.
2d row, 50 blackberries—40 Ancient	
Briton, 10 Snyder.....	3 bu.
3rd row, 50 black raspberries—25 Ohio, 25	
Nemaha.....	2 bu.
4th row, 50 red raspberries—25 Marl-	
boro, 25 Cuthbert.....	2 bu.
5th row, 50 currants—25 Victoria, 25	
Red Dutch.....	4 bu.
6th row, 50 currants and gooseberries—	
25 White Grape Currant, 15 Down-	
ing, 10 Houghton.....	5 bu.
7th, 8th and 9th rows, 300 strawberries	
Warfield, Michels Early, Crescent,	
Van Deman.....	5 bu.
10th row, 17 grapes—3 Moore's Early, 6	
Worden, 9 Delaware, 3 Concord.....	4 bu.
Total.....	30 bu.

Best plants, to fully set this garden, sent on receipt of sixteen dollars.

These suggestions are based on practical experience in growing 100 acres of small fruits about fifty acres of same in blackberries and raspberries.

Strawberry beds should be renewed every two or three years.

To do this in our garden, we will set only two-thirds of the bed this year, and plant the balance to potatoes; next year the potato ground will be set to strawberries, with plants from your own ground

After second year plow up one or two rows of oldest berries every year and plant to potatoes, following with new vines, thus always having a part new setting, a part bearing one year and a part bearing two years, and a continuous renewal of healthy plants.

In growing small fruits we make no ironclad rule to govern all minor details. The selection of location, the quality of soil, the varieties to grow, the manner of planting, trimming, and many other things, must be determined by circumstances and your own good judgment.

There are, however, certain essentials which cannot under any circumstances be omitted without loss, if not certain failure.

The ground must be rich and well prepared; the plants must be vigorous and adapted to your needs; the roots must be well spread and the earth firm about them; the ground must be frequently cultivated and free from weeds. Winter protection for small fruits is an absolute necessity in Wisconsin.

In close connection with this subject let us say, the greatest need of Wisconsin farmers and horticulturists today is organization. We need a good horticultural or farmers' society in every good town and representatives to our state meetings from every locality. We want hundreds of members where we now have tens. We want acres of small fruits where we now have rods. We are paying thousands of dollars to other states every season for fruit that should be grown here, and the great Northwest is clamoring for berries we cannot supply.

How easy to organize societies! A simple constitution, that may be written on paper no larger than your hand, is all that is needed as a basis for your work. Five or ten persons may organize a society as easily as a hundred, and receive the same benefit. There are many reasons for it, we mention only one or two:

Ten or more decide to set out a fruit garden as recommended, and organize a society. Let the secretary subscribe for several first-class agricultural and horticultural papers. Let him ask also for the several state reports, agricultural, horticultural bulletins, etc.; all will be furnished cheerfully and without charge. In this way you may provide a large amount of good reading at moderate cost for general circulation among your members. These benefits cannot be measured in dollars and cents.

From an Eastern retail price list of nursery stock we find it will cost \$52.50 to purchase plants enough for one of our farmers' fruit gardens. Now mark well what organization will do. Let the same ten persons, setting ten different gardens, make one order as a society for all the plants wanted, demanding same at one thousand rates, and any responsible Wisconsin fruit grower will furnish them for twelve dollars each, thereby saving to each member \$40.50 and to the society \$405 in this single purchase. Therefore, we say, organize at once; it will benefit you socially. Subscribe liberally for good papers; it will

benefit you intellectually. Plant a small fruit garden; it will aid you financially, and add comfort to your family and friends.

FOR SMALL FRUITS, REMEMBER THAT

Soil must be rich, thoroughly cultivated and well drained.
Frequent cultivation makes the ground moist and mellow.
Strawberry plants should not be taken from old beds.
Strawberry plants should be well trimmed before setting.
Roots of plants should never be exposed to wind or sun.
In setting, the roots should be well spread and the earth firm about them.
No fruit should be allowed to grow the first season.
Strawberry plants are either staminate or pistillate (male or female).
Staminate (male) plants should be set every third or fourth row.
Strawberries should be covered lightly in winter with clean straw or marsh hay.
Winter covering should be raked between rows for summer mulch.
Weeds must not be allowed to grow among small fruit.
Blackberries and raspberries should be pinched back when fifteen inches high.
Fertilization and cultivation increase the size and quality of the fruit.
Severe pruning increases the size of the fruit.
Old canes should be cut out and burned soon as done bearing.
Mulching holds moisture and prevents weeds from growing.
Green clover cut in blossom prevents weeds from growing.
Winter protection is necessary for small fruits in Wisconsin.
The cheapest and best protection is to cover with fresh earth.
With a little practice bushes may be laid down without breaking.
Good plants are as necessary as good seed or good stock.
Clean cultivation prevents fungus and insect disease.
Climate and soil influence quality and size of fruit.
You cannot raise fine fruit without close attention to details.
Plants should be purchased only of responsible dealers.
New, high-priced plants are generally disappointing.
A garden of small fruit gives health of body and peace of mind.

Our experience in small fruit growing leads us to suggest that there is money in it for the thorough, intelligent, persistent, industrious grower, having a good location, a fair market and reasonable shipping facilities.

The essentials are: Good soil, well drained, highly fertilized and always well cultivated; a limited variety of best hardy plants, producing large, firm, high colored fruit throughout the season: proper mulching, nipping, pruning, thinning of fruit and winter protection; a knowledge of fungus and insect enemies and remedies for same; neat, uniform packages, well made; fruit carefully picked, boxes well filled and, above all of uniform quality throughout.

To the beginner we would say, Go slow. Do only what you can do well; nothing but the best production will pay. You may safely figure that, besides the land, every acre of good general small fruit properly prepared, planted and brought to a bearing age, will cost from \$125 to \$150 in hard-earned dollars, or their equivalent in honest work at \$1.25 per day. There are many expensive lessons to learn, unless you have someone's good experience to serve you.

Commence moderately. Subscribe liberally for good papers, and increase your plantation as experience is gained.

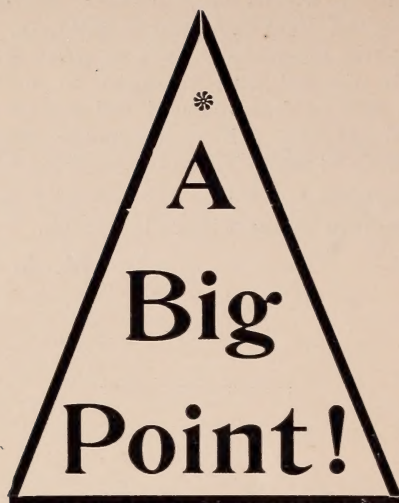
M. A. THAYER,
Sparta, Wis.

One Bushel of Berries

in 1894 purchased for us a barrel of Jonathan Apples from Missouri, and delivered them at our Farms, (this apple brings the highest price in all markets.)

Other single bushels of Berries purchased for us 8 bushels of Rye; 7 bushels of Wheat; 16 pounds best Butter; 150 pounds best Patent Flour; and other staples in proportion.

When many single bushels of Berries bring the grower more money than many single acres of grain—is it not time to awaken to the value of this new Berry Industry.



Every variety of Strawberry Plants we offer
is now growing on our grounds, and
will be freshly dug.

OUR Strawberry Plants are all freshly dug at
time of shipment, carefully trimmed, tied in
bundles of 25. Orders of 1,500 or less shipped
in light market baskets, which insures safe
arrival and low express rates. Larger lots are
shipped in light thoroughly ventilated crates,
roots overlapping, with damp moss, and tops
so exposed as to prevent all heating.

WE GROW EVERY VARIETY
THAT WE ADVERTISE.

**THAYER FRUIT FARMS,
SPARTA, WIS.**

ALL THE LATEST VARIETIES OF
STRAWBERRIES
FOR SALE.

<i>MICHEL'S EARLY,</i>	<i>PARKER EARLE,</i>
<i>SANDOVAL,</i>	<i>BEDER WOOD,</i>
<i>VAN DEMAN,</i>	<i>RIO,</i>
<i>GILLESPIE,</i>	<i>GOV. HOARD,</i>
<i>TIMBRELL,</i>	<i>GREENVILLE,</i>
<i>ETC.,</i>	<i>ETC.</i>

Grown in Plant Beds.

WRITE FOR PRICE LISTS.

We Sell Good and Perfect Plants,
We Sell Only Best Varieties,
We Guarantee as Represented,
We Make Our Shipments Promptly.

WE GIVE FULL INSTRUCTIONS WITH EACH BILL OF PLANTS, FOR
SETTING OUT IN THE RIGHT WAY.

THAYER FRUIT FARMS,
SPARTA, WIS.

M. A. THAYER, Manager.
C. E. TOBEY, Supt.

The Largest Northern Growers of Berries and Berry Plants.

WE HAVE TEN ACRES

OF THE FAMOUS

Nemeha Black Raspberry

THE BEST BLACKCAP FOR WISCONSIN,

Bearing, on our Grounds, at the rate of nearly 150 bushels
to the Acre.

We not only ship 10,000 bushels of Berries annually, but we grow Millions of Plants—the varieties that we successfully grow berries from—and in a climate where the thermometer reaches 45° below zero.

A

Million Strawberry Plants

**Grown in Beds Expressly used for Making Plants.
Over 60 Varieties Grown on our Grounds.**

**Not the Cheapest,
But the Best.**

**FREE INSTRUCTIONS TO EACH CUSTOMER, SHOWING THE RIGHT AND
WRONG WAY OF SETTING, ETC.**

Thayer Fruit Farms,

M. A. THAYER, Manager,
C. E. TOBEY, Supt.

SPARTA, WISCONSIN.